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Message Text

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PAGE 01 SAO PA 01405 031732Z

63
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
---------- 045894
R 031630Z JUL 75
FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 6298

UNCLAS SAO PAULO 1405

DEPARTMENT PASS COMMERCE

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: SPECIALIZED TRADE MISSIONS - INCREASED ADVANCE OFFICER ACTIVITIES

REF: (A) STATE 140278; (B) STATE A-9156; (C) RIO DE JANEIRO 1959

1. WE WELCOMED CHANGE IN SCHEDULING ADVANCE OFFICER'S TRIP TO FEW WEEKS PRIOR TO TRADE MISSIONS AND FOUND THIS CHANGE HELPED THE ONE SPECIALIZED TRADE MISSION WE HANDLED DURING PERIOD DISCUSSED. THE SAME PROCEDURE WAS RECENTLY USED BY ROCKY MOUNTAIN IOGA MISSION, ALSO WITH GREAT SUCCESS. WE SUGGEST, WHEN FEASIBLE, ADVANCE OFFICER JOIN MISSION AS DEPUTY DIRECTOR IN ORDER FOR THE MISSION TO FULLY BENEFIT FROM HIS VISITS TO POSTS.

2. LENGTHENING ADVANCE OFFICER'S VISIT TO FIVE DAYS IN ORDER TO DEVELOP BUSINESS SCHEDULE WOULD BE MOST EFFECTIVE IF POSTS CAN PROVIDE SUFFICIENT ASSISTANCE. IN SAO PAULO, ADVANCE OFFICER WOULD NORMALLY REQUIRE FULL-TIME ASSISTANCE OF ONE LOCAL STAFF MEMBER AND SHOULD BE ACCOMPANIED ON AT LEAST SOME CALLS BY OFFICER. IF TRADE MISSIONS ARE SCHEDULED CLOSER THAN 5-6 WEEKS APART, IT MAY BE DIFFICULT TO PROVIDE SUCH ASSISTANCE. WE NOTE THAT UNDER NEW SYSTEM, ADVANCE OFFICER FOR AGRICULTURAL MACHINERY SPECIALIZED TRADE MISSION (OCT 13-15) WOULD BE ARRIVING AT POST EITHER DURING OR JUST AFTER ALABAMA IOGA MISSION (SEPT 17-20). HIRING OF MISSION SECRETARY FOR AT LEAST TWO DAYS DURING ADVANCE OFFICER'S VISIT WOULD SUPPLEMENT POST'S ASSISTANCE AND ALSO HELP TRAIN SECRETARY FOR HER ROLE DURING THE MISSION.
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3. NOT ONLY SHOULD ADVANCE OFFICERS HAVE PRINTED BROCHURES BUT ALSO SEVERAL SETS OF CATALOGS AS WELL. WE BELIEVE AVAILABILITY OF CATALOGS DURING ADVANCE OFFICER'S VISIT AND SEVERAL WEEKS IN ADVANCE OF MISSION WILL HELP CONSIDERABLY IN GENERATING APPOINTMENTS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SAOPA01405
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750232-0040
From: SAO PAULO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750787/aaaaczxl.tel
Line Count: 67
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 140278, 75 STATE A-9156, 75 RIO DE JANEIRO 1959
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAR 2003 by ThomasVJ>; APPROVED <22 MAR 2004 by ShawDG>
Review Markings:

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US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SPECIALIZED TRADE MISSIONS - INCREASED ADVANCE OFFICER ACTIVITIES
TAGS: BEXP, BR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006